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AMAZON DEVELOPMENT ENTREPRENEURIAL & LEARNING ALLIANCE – ADELA

Partnerships between the public and private sectors represent exciting new opportunities to promote conservation and sustainable development in Peru. USAID's innovative new ADELA program will engage investors, entrepreneurs and conservation focused businesses to promote green growth and decrease deforestation and natural resource degradation, while improving community livelihoods.

ADELA was launched to create a cutting-edge business development facility committed to conservation focused enterprise development in Peru. The ADELA Facility will catalyze green investments, while creating local economic opportunities and reducing environmental impacts.

ADELA will accelerate investments in sustainable development and conservation in Peru through: (1) a tailored technical support to entrepreneurs and local stakeholders; (2) developing strategic public/private partnerships and blended finance instruments; (3) promoting increased private sector investment; and, (4) creating innovative institutional arrangements, financial mechanisms, and technologies to expand access to finance for promising pro-conservation entrepreneurship.

HOW DOES THE PROJECT WORK?

The ADELA Facility will scale up proven sustainable business models and foster the growth of other promising environmentally-friendly sustainable value chains.

ADELA will establish a multi-sector Advisory Board to provide leadership, vision, and guidance throughout the program. Board members will work with like-minded companies to assist private sector actors to develop or scale-up businesses, initially focusing on businesses whose supply chains have the greatest impact on the biodiversity within the Peruvian Amazon.

WHAT RESULTS ARE EXPECTED?

- Generation of 100 business and environmentally friendly development projects, 50 private sector and 50 public sector co-investment opportunities, and leverage \$50 to \$100 million in private sector investments with an initial \$10 million provided by USAID.
- Helping Peru to achieve its commitment to reduce greenhouse gas (GHG) emissions by 20 percent by 2030. ADELA could remove or reduce GHG emissions on more than 38,000 hectares, thereby contributing up to 3 percent of Peru's GHG emissions reduction commitment.
- Improved livelihoods for at least 15 indigenous communities, totalling 3,000 individuals, through partnerships with private companies in five communities in Ucayali and 10 in Alto Mayo, Moyobamba province of San Martin.
- Reduced deforestation and land degradation in 32,000 hectares (ha) of forest lands (20,000 ha in Ucayali and 12,000 ha in San Martin regions).
- Restoration of at least 5,000 ha in the Sinchi Roca indigenous community and Dantas research station in Padre Abad province of Ucayali region.

PROJECT INFORMATION

IMPLEMENTER: Conservation International Foundation

COMPONENT DURATION: September 1, 2020 – August 31, 2025

USAID FUNDING: \$10 million

LEVERAGE: \$10 million

LOCATION: Huánuco, Madre de Dios, San Martin and Ucayali regions

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